

Planning for Change

Strategic Planning and Program Planning for Nonprofit Groups
Winter 00

2

This workbook was written to accompany a one-day workshop entitled, "Planning for Change," hosted by the Community Animation Program and the Community Mobilization Program in Atlantic Canada. It provides basic information about strategic planning and program planning for nonprofit organizations. There are many existing resources on planning for nonprofit groups. For more information (including books, websites, videos, organizations, and trainers) consult the appendices. (Some are free!)

Non-profit groups are welcome to photocopy this workbook.

Cat: EN1-35/3-2001E
ISBN: 0-662-30274-5



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Environment
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Environnement
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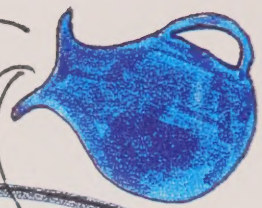
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STRATEGIC PLANNING
3-5 YEARS



GETTING READY TO PLAN...

VISION

VALUES ~ GUIDING PRINCIPLES

MISSION

ORGANIZATIONAL STRUCTURE

TAKING STOCK

GOALS OBJECTIVES ACTION PLANS
COMMUNICATIONS HUMAN RESOURCES
FINANCIAL EVALUATION

OPERATIONAL
PLANS

← 1 YEAR →

PROGRAM FINANCIAL
COMMUNICATIONS
MARKETING
HUMAN
RESOURCES

WHAT
~

HOW
~

IMPLEMENTING

MONITORING

ADAPTING

Kelly
Condon
'00



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The Value of Planning

What is Planning?

Planning: Making a plan

Plan: A proposed way of doing something

We use planning regularly in our lives for events such as weddings, house building and birthday parties.

What is Strategic Planning?

Strategic planning is a step-by-step process that identifies who you are, where you are, where you want to go, how you wish to get there, when you want to arrive, who will do the work, and what are the costs.

It is more than just planning. It's strategic. Part of developing a strategic plan is to look internally at your group and then to the world outside to help determine how to make your vision become a reality. It provides a framework for activity.

Why Plan?

- Improve results. "Studies have consistently shown that vision, planning, and goal setting can positively influence organizational performance." (From Strategic Planning Workbook for Nonprofit Organizations. Consult the appendices for more information on this and other resources.)
- Clarify roles.
- Convey the vision, mission, goals and activities of the group to attract funders, members, and volunteers.
- Provide a base against which progress can be measured.
- Solve problems. The planning process itself can help solve problems.
- Build stronger teams.

What are the Limitations of Planning?

- Planning is a snapshot of a moment of time.
- Intuition and creative thinking sometimes prove to be more successful than formal planning.
- Poor plans can result if there is not the commitment to the process; there is a lack of a shared vision, there are poor group dynamics, or there is a poor assessment conducted by the group.

*Strategic planning is a helpful exercise. But it is useful to know your limitations and to anticipate and deal with problems ahead of time, if possible.

What are the Barriers to Planning?

<i>Barriers</i>	<i>Overcoming the barriers</i>
• Time (too many urgent needs)	Incorporate planning items into regular meetings; have a planning committee; use a facilitator
• Resources (money, skill)	Recruit a volunteer with facilitation skills; view videos or read related material; participate in training about planning or facilitation; include planning as an operational expense
• Commitment	Identify benefits of, and concerns about strategic planning with the group; and brainstorm ways to reap benefits and overcome concerns; demonstrate the value of strategic planning through videos, quotes, other groups
• Planning group (lack of diversity)	Brainstorm who should be involved in developing the plan (board members, staff, volunteers, members, other groups, resource people)
• Change (fear of)	Ease into the process; include everyone in the analysis process
• Shared vision and values (lack of)	Take the time and effort to explore personal and organizational values; have everyone identify their interests in the organization
• Knowledge	View resource materials; practice planning; use resource people

Elements of Strategic Planning

Strategic planning processes can vary. However, many processes use similar elements to collect and organize information. Some of the elements often seen in strategic plans are:

- Vision
- Guiding principles/shared values
- Mission
- Organizational structure
- Situational analysis
- Goals and objectives
- Project workplans (actions plans)
- Financial plan
- Communications
- Evaluation plan

A strategic plan usually covers a period from three to five years period. Operational plans (including program plans developed using the same process) are embedded in a strategic plan and are usually updated every year. A strategic plan is a working document; it changes based on the experiences of the group.

Below is a 10 step process your group may want to use in developing your strategic plan. (This chart has been adapted from the "Blueprint for Success - A Guide to Strategic Planning for Non-profit Board Members," a video and guidebook produced by the National Centre for Nonprofit Boards. Please consult the appendices for more information.)

A Ten-Step Strategic Planning Process	
Who are we?	Step 1: Create or affirm an organizational vision and mission. Some groups also identify shared values and develop guiding principles and organizational structure.
Where are we now?	Step 2: (Internal) Analyze the current plan (if one exists), and the financial and administrative performance of the organization. Step 3: (External) Assess and document the community issues to which the organization is responding. Step 4: Assess strengths, threats, weaknesses, and opportunities - factors that will affect the organization and influence planning.
Where do we want to go?	Step 5: Prepare preliminary goals and objectives based on the information gathered and assessed in steps 1-4. If necessary, revisit and reaffirm the vision and mission in light of new information. Step 6: Review and validate the goals and objectives.
How will we get there?	Step 7: Develop a financial plan and budget to support the goals and objectives. Step 8: Develop an action plan for each objective. (Often groups would use this same process to develop individual plans.) Develop communications plan. Step 9: Prepare a comprehensive plan for review, approval, and implementation.
How are we doing?	Step 10: Evaluate progress and update the plan on a regular basis.

Common Elements of Strategic Planning in Detail

Step 1

What is a vision statement?

A vision describes the *future destination*; it provides an image in words of what success would look like. It is built on reasonable assumptions about the future.

Example vision statements:

External Vision

"All people with AIDS get the appropriate care they need in a comfortable, accessible setting, and that we see the day soon when AIDS is no longer a killer in our community."

Internal Vision

The sea otter society will be recognized as a credible national organization that will have a well informed and active membership in each province and territory of Canada.

A comprehensive vision statement would convey both an external and internal vision for the organization.

1. **An external vision/focuses** on how the world will be improved, changed, or different if the organization achieves its purpose.
2. **An internal vision/describes** what the organization will look like when it's operating effectively to support the external vision.

Information on visioning is adapted from "Strategic Planning for Nonprofit organizations - A Practical Guide and Workbook." Please consult the appendices for more information.

*Please see sample strategic plan in the workbook appendix

Process Idea: Developing a vision

Goal: Dare to dream the possible. Together identify a realistic but challenging vision.

Flipchart paper will be posted with a question written at the top. Each person will then have 10 minutes to write down their three most important thoughts under each question.

If an idea is already recorded a check can be used to show that two people had the same idea. The comments will be reviewed as a group.

- How would the world be improved, changed or different if our organization was successful in achieving its purpose?
- What are the most important services that we should continue to provide, change, or begin to offer in the next three years?
- If we could only make three changes that would significantly affect our ability to provide quality services, what would they be?
- What do users consider the most important part of our work?
- What makes us unique?

Then each person can take five minutes to identify three elements they would like to see in their vision. Similar concepts will be grouped together. As a group, review the elements and draw up a common vision. It might require further refinement. A group or individual can be appointed to finish this work. The vision could be communicated in words, in video, or in images.

When the vision is completed, ask: Does our vision challenge and inspire us?

Guiding Principles/Shared Values

Guiding principles/shared values are priorities that guide the organization in making decisions on how an organization conducts itself and what values it wishes to operate under.

Examples:

- Making decisions by consensus
 - Youth involvement
 - Diversity
 - Equitable distribution of resources
-
- What do members and staff believe in? What are the organizational values on people, process, programs? For example how will the groups make decisions?
 - What are the roles for group members?

Mission Statement

A mission statement tells why the group exists. A mission statement describes the *group's goals*, the *people it serves*, and what makes the *group distinctive*.

Example:

Our mission is to protect and restore the natural environment and provide opportunities for ecological sensitive public education by acquiring and preserving regional wilderness corridors and open spaces.

Process Idea: Developing a new mission

(If you already have an existing mission statement include this statement as part of the information that you will review in your situational analysis to see if the mission needs to be refined.)

Before the meeting, we will send a survey asking the following key questions of group members:

- Our group's main purpose is to...?
- Our group is intended to help the following people...?
- Our group is important because we...?
- Others should support our group because?
- The people who serve this group are...?

A list will be created from the survey responses before the meeting. At the meeting, each person will be given coloured dots to stick beside the statements on the list they agree with the most. Based on the highlighted priority areas the group will be broken down into smaller groups who will use this information to create a mission statement. They will report back with comments. The mission statement might be refined later by an individual or small group.

*Another process idea? Check out "Open Space Technology" in the appendices of this workbook.

Organizational Structure and Culture

Structure

Organizations are in a constant state of change. It is useful to identify what your organization does and what roles you play within it.

There are a range of structures that an organizations can use.

Whole Group Model: Whole group operates as a team. Often used in small agencies. A team leader is not necessary; however, generally someone is needed to schedule things and lead the group so that everyone has a chance to contribute.

Hierarchical Model: Traditional hierarchical model consists of managers/supervisors with people reporting to them. Some decisions are delegated or supervisor makes decision based on input and feedback.

Team Model: Larger agencies, staff can be broken into sub-groups. Each team's functional similarly in the whole group model. The executive director coordinates the various teams.

Combination: An agency may choose any combination of the above models.

Process Idea:

- Draw up the group's organizational chart. (See how everyone plays an important part.)

Items to think about and represent in your drawing:

- Who are the groups involved in your organization: Volunteers, members, the community (community of people, environment), staff (full-time, contract, part-time), board, executive committee, advisory groups, committees, executive director
- How does each group communicate with each other? Can it be improved? How?
- Where does decision-making power lie? Are there different levels of participation by different groups in making decisions? What are they?
- How would you describe you organization? Centralized, flattened, hierarchical, flexible, autonomous, etc.?
- What assets does each group have?

*Use symbols (circles, squares, rectangles, hands), lines, numbers, letters to capture the information.

Culture:

"In identifying and understanding the origins of an organization's culture, we need to investigate three elements, in addition to the desired organizational values, that are the heart of the culture: the organization's heroes/heroines, its rites and rituals, and its cultural network."

From "*Applied Strategic Planning*" full reference available in the appendix.

- What is the culture of your organization?

Steps 2, 3 and 4

Situational Analysis

The goal of a situational analysis is to highlight internal and external factors that can aid or hinder the group.

Process Idea: Situational Analysis

Gather background information on your group: current mission, goals and objectives, and programs. Include evaluation information from members, clients, staff and volunteers about the effectiveness of the services you offer and the organization itself. Identify pertinent information about your area such as polls, recent articles, books and reports to determine external trends. Circulate this information before your first planning meeting to help the planning group reflect on the following questions:

Not all questions need to be answered; other questions may be generated that are more appropriate to the organization.

(Strengths, Weaknesses, Opportunities, Threats)

Internal

- What are the group's strengths? What is the group doing well?
- What are the groups weakness? What could be improved?
- How well is the group using all of its current resources, especially board members, other volunteers, and staff?
- How should the organizational structure be changed, if at all?
- What opportunities exist for the group? What is the group doing to overcome the weaknesses identified previously?
- Who are potential members for the group?
- What threats exist for the group?

External

- What are the external factors - political, economical, social - that effect the group. How might the trends and changes in the economy affect our efforts? Are shifts in political and social attitudes likely to require changes in approaches?
- What resources will the group need?
- What people in other communities and organizations care and support the group's mission?

Steps 5 and 6

Goals

Goals are broad and general. They are usually long-term statements that indicate a desired result.

* Goals and objectives can be written on several levels. Organizational goals and objectives may be written at a macro level, which may include neighborhoods, communities, provinces, regions, etc. Individual program goals and objectives would flow from the organizational goals and objectives at more of a micro level, which may include individual behaviors, family behaviors, and group interactions.

- Some literature refers to this definition of a goal as an objective and vice-versa. The important thing to remember is to capture the flow of logic from the general to the specific and concentrate on *describing the change* that will improve the problem you are trying to fix when writing program goals.

Examples:

- **Strategic Plan:** Organizational goal: To improve the environment of Charlotte County
Fundraising Goal: To increase our membership
- **Operational Plan:** Program Goal: To reduce energy consumption in Charlotte County
Communications Goal: To spread our message of energy issues to a wider public audience

Tip: Check to see if your goals are easy to understand, are based on a single issue, are broad general statements and are descriptive of the intended change.

Process idea: Developing goals

- Highlight the definition of a goal on flipchart paper.
- Show examples of different goals.
- Begin the development of goals for the group.
- Give each person five minutes to write down on pink cue cards up to three ideas they think the group should be doing and on blue cue cards the issues they should be working on?
- Have the facilitator collect the cards and group them by theme on the wall.
- Hold an open discussion about which areas seem to a priority.
- Determine from the information presented what is a likely new goal now and for the next three years.

- Break the group into smaller groups and have them develop three goals based on the cue-card priorities. After 30 minutes each group will present their goals. Tape them up and, as a full group, analyze them to identify common themes.
- Finalize goals.

Objectives

Goals are reached through objectives. An objective is a short-term, practical target related to a goal. Objectives are specific, measurable, attainable, realistic, and time-bound. A few objectives may be needed to reach each goal.

Activities (Strategies) - Are the how to's of the objectives. These are the actions you need to take to make this happen, e.g. organize a workshop, launch a media campaign, advocate for policy change.

Here's what Health Canada's Guide Project Evaluation has to say about objectives: "Clear *project* objectives are essential to project work and effective evaluation. Good project objectives set the groundwork for demonstrating the impact of the project. Writing project objectives, however, can be challenging for many groups".

Many people confuse objectives with activities. For example, a group may state that its objective is to create a video explaining how HIV/AIDS is transmitted. Creating a video is an activity. The objective the activity wishes to achieve is an increase in knowledge on how HIV/AIDS is transmitted.

There are two helpful guidelines to use in writing good project objectives:

- (1) identify the specific changes the project is designed to accomplish, and
- (2) ensure that those changes are measurable.

To help identify the specific, project objectives, it is useful to ask the question: **What are we trying to change?**

Once the areas of change have been identified, it is important to ensure that they are measurable. There are five important elements to consider when creating project objectives that are specific and measurable. These elements are listed below in random order:

- the date by which the change will occur
- the specific change desired (use action verb)
- the measure (number or percentage)
- the target group
- the location

Although the use of objectives may vary from one project to another, a good rule is to write project objectives that include these five elements.

For example, a project with the goal of increasing awareness of factors related to HIV/AIDS transmission among high school students might create a project objective that reads:

By August 1, 1996 (date) / the knowledge of the factors involved in HIV/AIDS transmission (specific change) / will increase by 30% (measure) / among high school students (target) / in Montreal (location).

(From Health Canada's, *Guide to Project Evaluation: A Participatory Approach*. Download the full document at: <http://www.hcsc.gc.ca/hppb/phdd/guide/index.htm>).

Examples of Program Goals and Objectives

Goal #1 - To reduce the degree of malnutrition among young children

Objective #1.1 - To increase knowledge of 60% of mothers of Tofinio about/relevant information regarding health and nutrition in the next three years.

Activity: Develop a guide book with and for mothers. (List other actions.)

Objective #1.2 - To build the skills of 60% of mothers of Tofinio in learning how to effectively apply health and nutrition information in helping their young children to be more healthy.

Activity: Design many small workshop sessions in areas mothers can access.

Goal: "New Hope" has a goal to improve the overall health of teens in Charlotte County.

Objective:

Not so good: Hold 10 workshops on building self-esteem.

Better: Increase the self-esteem of every youth involved in 10 peer-led workshops to be held in the year 2000.

Goal: Waterford Environmental Group overall goal is to improve the natural environment in the county.

Objectives: (one of five objectives)

Energy:

Not so good: To engage in an energy-conservation program.

Better: The Town of Waterfield will reduce its energy consumption by 20% by 2001.

Goal: To reduce levels of family dysfunction and enhance the parenting skills of parents in our target community.

Objectives:

- To reverse the increasing trend of reported child abuse to under 300 cases by 1999.
- To decrease the number of runaway children by 20% over the next three years.
- To increase the number of parents who set appropriate rules for their children's behavior (as measured by surveys of parents or youth).

*This example is from the Community Prevention Grants Program Community Self-Evaluation Workbook:
<http://www.ncjrs.org/html/selfeval/1-08.html>*

Questions:

- Are your program and project goals "in sync" with your group's goals and objectives?
- Are your goals clear and succinct?
- Are your goals and objectives based on your community assessment?
- Are your objectives measuring change not activities. If they are highlighting an activity keep asking the question, "Why?" This may help to understand the root change that the group is looking for. Use phrases like "to increase" and "to reduce", not "to create" or "to provide". For example, "To increase the understanding of lung cancer among 1000 adolescents by January 2001."
- Are your objectives SMART(specific, measurable, attainable, realistic, time-bound)?
- Has someone else reviewed your goals and objectives to see if they are clear?

Process Idea: Developing objectives

- Highlight the definition of an objective on flipchart paper.
- Show examples of different objectives.
- Begin the development of objectives for the group.

Look at each possible goal. What do we need to do to meet each goal?

The group will be divided into smaller groups, each one teaching a specific goal. Each group will use the following questions to help them formulate objectives.

- What resources are needed?
- What is the time frame?
- How will progress be measured?
- Who will the participants be?
- Who will be accountable? Each group will have 30 minutes to draft objectives for each goal. They will then present them to the group. Finalize objectives. Are they specific, measurable, time bound, and results oriented?

Steps 7, 8 and 9

Action Plans

Outlines what needs to be done to meet each objective:

- Who are the key people?
- When will the activity start?
- When will it finish?
- What resources will be needed?
- Who will be involved in doing the work?
- How will it be evaluated?

Communications Plan

- Do we need a communications strategy for the organization? (Why? Might have specific communications strategies for different programs.)
- If so? Who needs to know our message (public, partners, government, community leaders, etc.)?
- What should we tell?
- Where do we tell it (newspapers, radio, community halls, church notices)?
- When is the best time?
- How should we do it (displays, press conferences, press releases, direct mail, loud speakers, conferences, presentations, ads)?

Financial Plan

Should be based on the goals and objectives of the group. Items in a financial plan:

- Revenue: Membership, grants, special events, etc.
- Expenses: Supplies, rentals, honorariums, advertising, etc.
- What are the possible expenses for three years?
- What are the possible sources of revenue?
- How should we raise sources of revenue and/or decrease expenses?
- How should we do long-term fundraising planning?

* Your organization may also want to develop a human resources plan: that may cover issues such as hiring, job descriptions, performance reviews, incentives, pay, training, vacation time, etc.

Step 10

Evaluation

So you did all this activity. So what? Did it make a difference? The ultimate goal of planning is not the plan itself but the increased ability to work on your vision by reaching set goals and objectives.

What is evaluation?

Evaluation is a process to help you find out how well you met your goals and objectives and helps you plan for the future.

What are outcomes, indicators and measures?

An **outcome** is the desired change or result you hope will occur. What will success look like?

An **indicator** is the specific activity or sign that will tell you the changes are taking place. How will you know if you are successful?

A **measure** is the actual data or information you need to gather to document that change has occurred. Measures show that you have counted or assessed something.

For example, an activity could be an internet workshop

Outcome: Increased contact of like-minded people

Indicator: Groups will have a greater capacity to use the internet

Measures: 12 members can now use the internet

50% of the group can now use the internet

Members have requested two more internet sessions

Some methods of evaluation:

- Reporting: reading and/or preparing reports
- Pre- and-post testing
- Focus groups
- Community interviews
- Journals
- Observations
- Surveys: Telephone, e-mail, mail
- Standardized tests
- Staff notes
- Audio and video tapes
- Minutes from meeting

* For more information on evaluation check the appendix on page 38.

Other Stuff

Time: How long does it take?

A variety of factors, such as complexity of the issues, size of the organization, previous work done on planning, and commitment, will determine the amount of time a group needs to spend on a strategic plan. Some groups conduct a one-to two-day planning session each year with follow-up meetings with the board, members, and staff. Other groups have a smaller session every second month starting with the priority areas; group members do the work between meetings. It is a good idea to appoint a person or a group of people to be responsible for strategic and operational planning in your group so they can keep the process on track.

Strategic planning with more than one group

You might want to work together with other groups on an issue. You can still use the same basic strategic planning steps; however, there are some basic differences. For more information on planning with multiple organizations please consult publications listed in the appendices including the *Strategic Planning for Non-profit Organizations* funded by the Wilder Foundation.

Getting Started: writing, implementing and evaluating the plan

- Establish commitment
- Select participants and planning process
- Develop a time-line for your strategic planning process
- Translate your strategic plans into yearly workplans and budgets
- Monitor your progress: Do this quarterly or bi-yearly
- Have a person or committee responsible for planning
- Update your plans
- Focus on progress towards the goals and celebrate successes
- Have food if you are doing a planning session
- Prioritize your planning initiatives
- Remember, there is no one perfect way to plan. Use a process that is right for your group. Use different techniques.
- Learn from your evaluation and make the appropriate changes

* This is also a good time to review the rules and regulations that govern your organization: you constitution and by-laws, federal, provincial requirements for incorporation, charity status, and so on.

Links between the environment (natural and built), human health, and crime prevention through social development

Health

Income and Social Status

Social Support Networks

Education

Employment and Working Conditions

Indoor and Outdoor Environments

Genetics

Personal Health Practices & Coping Skills

Gender

Healthy Child Development

Health Services

Culture

Social Environment

Environment

Clean Air
(Indoor & Outdoor)

Clean Water

Ozone Depletion

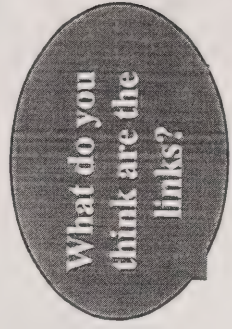
Climate Change

Radiation

Soil/Food Contamination

Depletion and Management
of the Earth and its Species

Land Use Planning



Social Development

Parental Supervision

Recreational Facilities

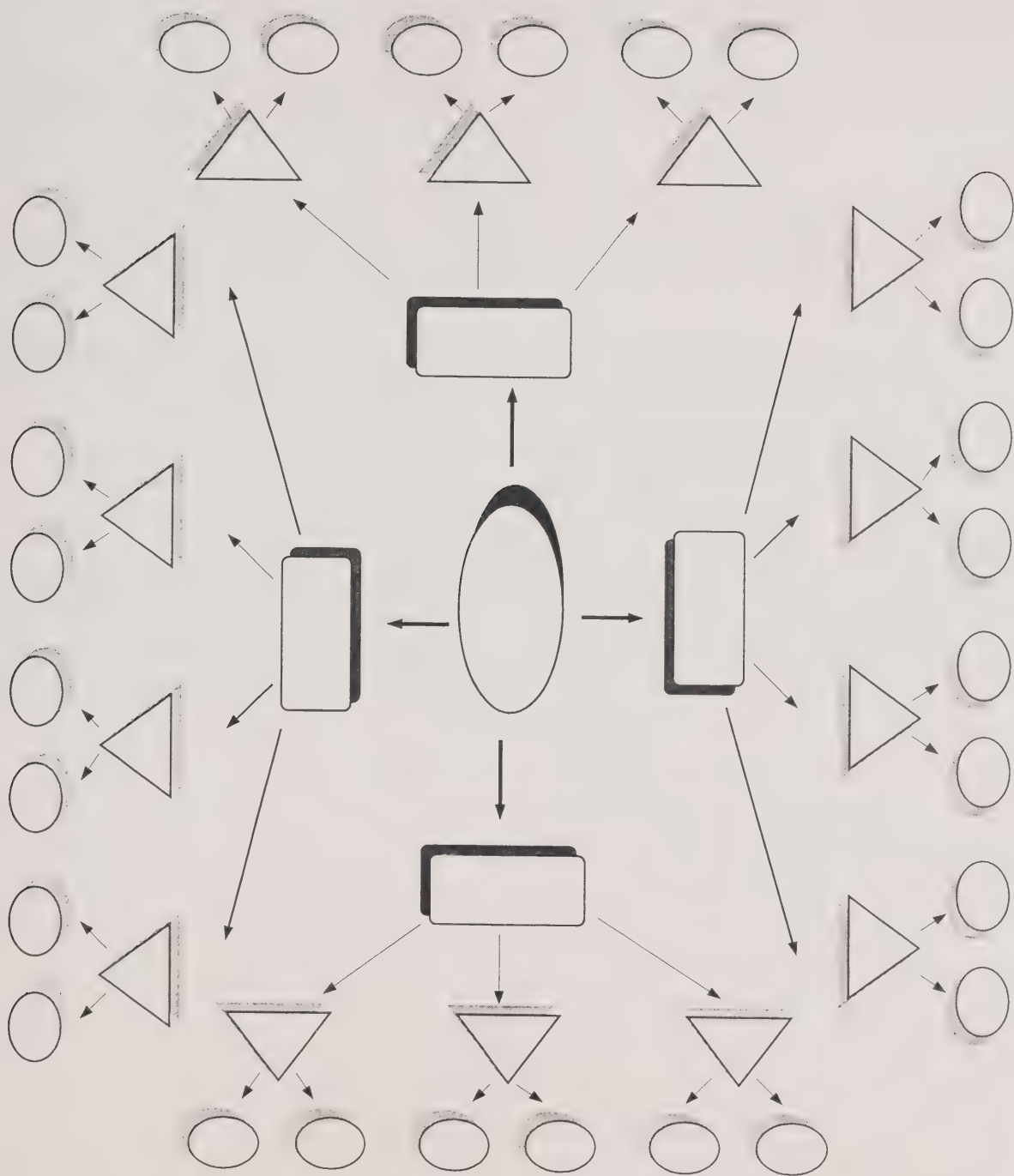
Income and Social Status

Good Housing

Violence and Abuse

Peer Pressure

One of these factors may not contribute to a devastated environment, poor health and high crime, rather they are indicator factors.



This chart is one way that your group can analyze a situation.

Program Planning - Unveiling the Links

Why is it important to expose environmental, health, economic and societal links inherent in issues when developing program plans?

Sometimes dilemmas in our communities may be quick to solve. Often, however, we are faced with complex societal issues that inevitably have many contributing factors. During these times we need models of program planning that start us off thinking in a holistic manner. For example:

Why think about the environment if you are concerned with human health?

Humans depend on the earth for life.

- * Clean water for drinking, preparing food, manufacturing, generating power, and so on
- * Clean air for breathing (Humans breathe approximately 15,000 litres of oxygen a day)
- * Land to survive on, grow food on, raise animals on, to make cars, to make paper
- * Flora and fauna for protection, shelter and food

Why think about humans if you are concerned about the environment?

We have to deal with our existence.

Humans are everywhere. We make an impact on the environment. We need it to live. The question is how do we live more sustainably?

Appendices

Healthy Turlington our Strategic Plan 2000-2003

Our Plan

Who are we?

Vision, mission, guiding principles

Where do we want to go?

Goals, objectives

How will we get there?

Workplan, budget, communications plan

How are we doing?

Evaluation Plan

* Yearly Program Plans

January 2000

Vision

Our vision is that the citizens of Turlington will make decisions that balance the long-term health of the people, the natural environment and the economy.

Guiding Principles

- Make decisions by consensus
- Involve many members of the community working in the environment, health and economic fields

Mission

Healthy Turlington will work with all members of the community to provide information, and design programs and policies that focus on making sustainable development a reality.

Organizational Structure

Team model

Goal

- To increase the number of community organizations, businesses and government departments using sustainable planning (this balances health, societal, environmental, and economic factors)

Objectives

- Increase knowledge of the citizens of Turlington about what is sustainable development; why it is important; and how this type of thinking can be a part of our community by launching an educational campaign that will run from 2001 to 2003
- Enhance the capacity of business, government, and community organizations in Turlington to incorporate sustainable planning in their everyday work through a workshop series during 2001-2002
- Develop a sustainable planning policy to be used in business, government, and community groups by 2005 through the work of a mutli-stakeholder committee

Work Plan

Our workplan is based on our objectives

- ↑ = high priority
- ⊗ = priority, more discussion
- ↓ = low priority, support other groups

	2000-2001	2001-2002	2002-2003
• Example: Raise organization profile	↑	↓	↓
• Recruit advisory committee for educational Campaign	⊗	↑	↑
• Do research on best techniques for campaign			
• Develop draft strategy			
• Begin creating pieces: ads, hot-line number, milk carton advertising, free audits, presentations at meetings, community event sponsorship			
• Focus test aspects of the campaign and make adjustments			
• Launch campaign			
• <i>and so on</i>			

Financial Plan: Includes operating budget and strategies to make the budget a reality

Example: Three-year Operating Budget

Revenue	2000 - 2001	2001-2002	2002-2003
<i>Example:</i> Local Business Contributions	\$15,000	\$15,000	\$17,000
Larger Companies			
Municipal Operating Support			
Provincial Grants			
Federal Grants			
Interest on Investments			
Fundraisers			
Miscellaneous Revenue			
Total Revenue			
Expenses			
Salaries			
Staff Training			
Workers' Compensation Insurance			
Audit			
Professional Services			
Office Expenses			
Printing and Paper			
Advertising			
Phone			
Postage and Shipping			
Bank Charges			
Planning			
Photography/Video			
Travel			
Equipment Purchases			
Forums and Community Events			
Contingency			
Total Expenses			

Communications Plan

Objective

To build awareness of Healthy Turlington with target groups

Target groups:

Internal:

- Board members
- All members

External:

- daily and weekly newspapers
- non-government organizations (NGOs) including community groups, environmental groups, health groups, First Nations, youth groups, economic development groups
- local businesses
- government departments (GDs)

Target Group	Activity	Date
Internal: - board members	<ul style="list-style-type: none"> • make a presentation to the board 	<i>Jan. 00</i>
- all members	<ul style="list-style-type: none"> • distribute the new Turlington brochure and fact sheets to update them about events through regular e-mails and at meetings 	<i>March 00 (Bi-yearly)</i>
External: - newspapers	<ul style="list-style-type: none"> • develop a media kit and fact sheet on staff members, and activities of the organization. Send to media. Invite them on a tour of a business incorporating sustainable planning. 	<i>June 00</i>
- NGOs, - businesses - government - departments	<ul style="list-style-type: none"> • produce a brochure and distribute it to NGOs, businesses and government departments (each brochure is targeted for one of the three groups) • produce a flyer and distribute it to NGOs and businesses to remind them of the support available 	<i>Sept. 00 April 01</i>

	<p>and to encourage communications through the toll-free number</p> <ul style="list-style-type: none"> • place ads/PSAs in network and community newsletters, as required • Attend community events and make presentations at meetings such as the Board of Trade. Develop a strategy on this by Jan. 01 	<p><i>Ongoing</i></p> <p><i>Ongoing</i></p>
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Evaluation Plan

Evaluation will be both qualitative and quantitative. Indicators will be developed for individual programs.

We will evaluate:

- our function as a group
- individual programs

Each year we will have an annual evaluation meeting where we'll review staff reports, minutes from meetings, program evaluations and our function as group. The discussion at the meeting will revolve around the following questions. We will then develop our strategies for the next year based on this information.

1. What did we say we were going to do?
2. Did we do what we said we would do?
3. What did we learn about what worked and what didn't work?
4. What difference did it make that we did this work?
5. What could we do differently?
6. How do we plan to use our findings for continuous learning?

Program Plan: Workshops for Sustainability (Businesses)

Activity: 10 workshops developed with, and for, small businesses on sustainable planning to be held in 2001-2002 in Turlington

Goal: Build participants' capacity to begin to consider health, environment, and economic factors in their strategic or business plans

Objectives:

- Help groups learn from each other and network
- Provide practical, interactive workshops with speakers from the business community who have incorporated planning
- Provide information, resource materials, and funding to do this in their organization

Work Plan:

** designates a priority area*

Recommendations	What has to be done	When	By whom	Done
<i>Example:</i> Set-up Advisory Group to help with workshops	Gather suggestions for members, develop invitation letter, establish group schedule and responsibilities, have first meeting	Jan. 2001	Trudy	
Do initial scoping and research topic organization, contacts, similar programs				
Conduct telephone survey with 20 small businesses to get their impressions and suggestions for the workshop				

Budget

		Cash	In-Kind
Expenses	Budget	Actual (date)	
Example:			
Salaries			
<ul style="list-style-type: none"> Program coordinator 40 hours/week x 6 months x \$17 hour (includes all benefits) Admin. support Manager 	\$14,400 \$3,000 \$1,500		
Photocopying, Printing			
Postage, Courier			
Office/workshop supplies (paper, envelopes, folders)			
Phone			
Catering			
Resources			
Room rental/equipment rental			
Total			
Revenue	Cash		In-Kind
Salaries: (Example)			<i>Volunteer time:</i> <i>10 vol. x 3 hrs/week x 4 weeks = \$1,200</i>
Registration fees			
Fundraising events			
Government Funding			
<ul style="list-style-type: none"> Federal (name) Municipal 			
Corporations			
<ul style="list-style-type: none"> Dooley Print (workshop brochure) Turlington Wind Power Corp. 	\$2,000		\$1,500
Total			

- * Healthy Turlington is a registered charity; therefore, it can give tax receipts, which are an incentive for businesses, individual donors, and a must for some Foundations.
- In developing the initial proposal for the workshop, businesses were contacted to make certain the idea was useful and relevant. The group did up-front work in planning, identifying, and securing funding sources.

Communications Plan:

- Follow same format as strategic plan. (To be done by Trudy this month)

Evaluation:

- Set outcomes, indicators and measures with the group. For example, an:
 - **outcome** of the workshop could be that the staff are engaging in sustainable-development practices
 - **indicator**: comprehensive environmental audit
 - **measure**: # of times in a year, people involved
- Have evaluation sheet at workshops
- Six months later do a detailed telephone survey with half the participants to see if they are implementing sustainable-planning processes. Longer-term evaluation will look at if the decisions are more sustainable and results positive.
- As part of participating in the course, participants have to agree to have a peer review through on-site-observation of their processes six months after workshop.

Resources

BACKGROUND INFORMATION	Definition, keywords
RESOURCE MATERIALS	Quick reads, books, audio-visual materials
WEBSITES	Internet connections
TRAINING COURSES & TRAINERS	Credit and non-credit courses and programs

BACKGROUND INFORMATION

Definition

What is a Strategic Planning?

Strategic planning is a step-by-step process that identifies where you are, where you want to go, how you wish to get there, when you want to arrive, who will do the work, and what are the costs.

For more descriptions of what strategic planning is, and what it is not, see:
<http://www.nonprofits.org/npofaq/03/22.html>

Keywords

When searching for information on strategic planning, some of these keywords might be useful:

action plan	goal planning	strengths	problem solving
objectives	program planning	opportunities	creative thinking
mission	short-term goals	threats	future directions
vision	long-term goals	vulnerabilities	guiding principles
a framework for grant-proposal writing		a thinking process for planning	

RESOURCE MATERIALS

To borrow

The Community Animation Program has these books and videos in its library. To borrow any of the following items call CAP at 1-800-663-5755 toll free or (902) 426-8521 (in the Halifax area). Or you can purchase your own copy or request a copy be ordered by your public library.

Applied Strategic Planning- How to Develop a Plan That Really Works. 1993, Leonard Goodstein, Timothy Nolan, J. William Pfeiffer, McGraw Hill
Details a concrete approach to strategic planning. An accompanying consultant's kit, including activities, charts, and graphics, is also available.

Beyond Strategic Planning - [How to involve nonprofit boards in growth and change]
1993, Douglas C. Eadie, National Centre for Non-Profit Boards
National Centre for Nonprofit boards, Suite 501, 2000 L. Street, NW, Washington, D.C., 20036-4907 Tel.(202) 452-6262 Fax: (202) 452-6299 <http://www.ncnb.org>
A short booklet that outlines some basic elements of strategic planning.

Board Member's Guide to Strategic Planning
1997, Fisher Howe, National Centre for Non-Profit Boards (contact information above)
Highlights the boards perspective on strategic planning, preparation for planning, conducting planning, and from planning to action.

Simplified Strategic Planning - [A No-Nonsense Guide for Busy People Who Want Results Fast]
2000, Robert W. Bradford and J. Peter Duncan, Chandler House Press
Easy-reading guide outlines the process of planning but with an emphasis on businesses.

Strategic Planning for Public and Nonprofit Organizations - Revised addition also includes Creating and Implementing Your Strategic Plan (A Workbook)
1996, John M. Bryson, John Wiley and Sons Inc., 1-800-225-5945

The All Star Company: People, Performance, Profit
1994, Nick Marsh, Inclusion Press
This book describes the value of good performance and dedication to constant improvement.

Critical Paths: Organizing on Health Issues in the Community
1989, Jennifer Keck, Henriette Dauphinais, and John Lewko, Between the Lines
Critical Paths is a primer for community organizers, parents, educators, and health professionals who are concerned about health issues and practices at the local level. It sets out specific methods for developing and implementing health-education programs in any community.

The Local Agenda 21 Planning Guide: An Introduction to Sustainable Development Planning
1996, International Council for Local Environmental Initiatives & International Development Research Ctr.

On June, 1992, the United Nations Conference on Environment and Development adopted Agenda 21, the global action plan for sustainable development.

Long and Short Term Planning

1985, Dorothy Strachan and Judy Kent of Strachan Associates; Skills Program

A participant workbook developed by Skills Program for policy volunteers in recreation, fitness, and sport. Order your own copies on-line: <http://www.lin.ca/skillind.htm>

Open Space Technology

1998, Harrison Owen

Video and resource guide that describes how to use a facilitating technique for organizing all size groups to deal with multiple issues.

<http://www.openspacetechnology.com>

Planning Factsheet Series

Ontario Ministry of Agriculture, Food and Rural Affairs

A series of 23 fact sheets covering topics on planning, communications, organization management (committees and meetings, fundraising and volunteers), behaviour management, and leadership.

The planning fact sheets address the following issues: program planning for organizations, effective community decision-making, strategic planning, and problem solving.

<http://www.gov.on.ca/OMAFRA/english/rural/facts/factshts.htm> (Order your own free copies or download them from the Internet)

Strategic Planning Workbook for Nonprofit Organizations (Revised and Updated)

1997, Amherst H. Wilder Foundation

<http://www.wilder.org/pubs/pubs.html>

Strategic Planning for Nonprofit Organizations - A Practical Guide and Workbook

1997, Michael Allison and Jude Kay

Book/disk set shows how to create a strategic plan. Order from Point of Light Institute 1-800-272-8306 (\$39 US)

Strategic Planning: A Guide for Canadian NGOs

1997, Non-governmental Organizations Division, Canadian Partnership Branch, Canadian International Development Agency in collaboration with Genivar and Focus International
A guidebook on how to use strategic planning as an effective management tool.

PATH: Planning Alternative Tomorrows With Hope (A Workbook for Planning Positive Possible Futures for Schools, Organizations, Businesses and Families)

1993, Jack Pearpoint, John O'Brian and Marsha Forest, Inclusion Press

A facilitator's guide to delivering strategic planning workshops graphically.

Strategic Planning Handbook for Cooperatives

1994, Jerry C. Namken and Galen W. Rapp, United States Department of Agriculture

This handbook presents a method for facilitating the strategic planning process. Facilities, personnel, and equipment associated with the planning process are described. A description of brainstorming is given along with rules for conducting such sessions.

Strategic Planning in Non-Profit and Public Sector Organizations: Description of Planning Model

Frank Martinelli, The Center for Public Skills Training

(<http://www.uwex.edu/li/martinellidoc.html>)

A workbook on strategic planning designed with the needs of community organizations in mind.

VIDEOS

Blueprint for Success: A Guide to Strategic Planning for Nonprofit Board Members by Kay Sprinkel Beaumont

A video and user guide produced by the National Centre for Nonprofit Boards, Suite 501, 2000 L Street, NW, Washington, D.C., 20036-4907

Tel: (202) 452-6262 Fax: (202) 452-6299 <http://www.ncnb.org>

PATH in Action: Working With Groups

Inclusion Press & Yellowknife Educ. Dist.1 (65 min.)

An inspiring and instructional video. Illustrates two paths with two groups planning the future of a school system, one with 40 high school students + one with senior administrators. A must for anyone using PATH as a tool for change. Shows leadership and vision in action. Useful for social service, small businesses, etc.

To order:

24 Thome Crescent

Toronto, ON M6H 2S5

Tel: (416) 658-5363

Fax: (416) 658-5067

E-mail: includer@idirect.com

<http://www.inclusion.com/video.html>

WEBSITES

Numerous websites containing information on strategic planning exist on the Internet. These are a listing of current and informative sites.

Inclusion Press International

<http://www.inclusion.com/index.html>

Inclusion Press is a small independent press that produces readable, accessible, user-friendly books and resources about full inclusion in school, work, and community. Many links on this site to excellent resources for courses and conferences.

Charity Village

<http://www.charityvillage.com/charityvillage/main.html>

Charity Village is an excellent site for the Canadian nonprofit sector. It has 3,000 pages of news, jobs, information, and resources for executives, staff, donors, and volunteers.

Community Tool Box

<http://ctb.lsi.ukans.edu/ctb/tb-toc1.html>

Practical guidance for promoting community health and development by connecting people, ideas, and resources.

Should Your Organization Invest in Strategic Planning?

<http://www.smartbiz.com/sbs/arts/bjh5.htm>

1992, Bill J. Harrison

An excerpt from "Fundraising: The Good, The Bad and the Ugly"

Nonprofit Center

<http://www.fundsnetservices.com/nonproct.htm>

An Internet guide to granting centres, fundraising resources, and journals, newsletters and periodicals of interest to the nonprofit sector.

Nonprofit Strategic Planning

http://www.mapnp.org/library/plan_dec/str_plan/np_plng.htm

A compilation website of strategic planning information for nonprofit organizations. Includes a section on assessing nonprofit planning practices.

Strategic Planning Guide for NGOs

<http://www.focusintl.com/strategy/preface2.htm>

This guide is divided into two sections. The first section explains the steps in the strategic planning process; the second is a case study, which has been developed to illustrate each of the steps in the process.

To order:

Francophone NGO Section
Non-governmental Organizations Division
Canadian Partnership Branch
Canadian International Development Agency
200 Promenade du Portage, 11th floor
Hull, Quebec K1A 0G4

Tel: (819) 994-0523
Fax: (819) 997-4193
E-mail : claire_trepanier@acdi-cida.gc.ca

Strategic Planning Riverview Online Network: Fundraising and Other Nonprofit Issues

<http://www.rivernetwork.org/strategi.htm>

A review of the basics of strategic planning, as well as a compilation of on-line planning guides.

Support Center for Nonprofit Management

<http://www.genie.org>

FAQs on strategic planning.

The Clearinghouse of the Support Centers of America

<http://www.allianceonline.org>

15 FAQs on strategic planning.

TRAINING COURSES

A wide variety of training courses and programs on strategic and organizational planning are offered in Atlantic Canada. Here is a listing of *some* of the courses offered in each province. *Please note:* Contact the training centre offering the course(s) if you are interested in further information including course locations, fees, and schedules.

NEWFOUNDLAND and LABRADOR

Memorial University of Newfoundland Continuing Education

Call Elaine Healy, Manager of the Centre for Personal and Professional Development
(709) 737-3074

Labrador Institute of Northern Studies

P.O. Box 490, Station B

Happy Valley, NF AOP 1E0

Tel: (709) 896-2978

Fax: (709) 896-2970

E-mail: carolb@kean.ucs.mun.ca

<http://www.mun.ca/research/publications/centres/lins.html>

College of the North Atlantic

Call toll free (within Newfoundland and Labrador): 1-888-982-2268

E-mail: info@northatlantic.nf.ca

<http://www.northatlantic.nf.ca/>

NEW BRUNSWICK

Tourism Excellence Inc.-Skills Division

1133 Regent Street, Suite #202

Fredericton, NB

E3B 3Z2

Telephone: (506) 451-4755 or 1-800-361-4477

Fax: (506) 458-9757

E-mail: cse@nbnet.nb.ca

- **New Brunswick Skills Program for Management Volunteers
Long- and Short-Term Planning Workshop**

The Skills Program offers workshops and resources that focus on improving the effectiveness of nonprofit organizations by enhancing leadership, managerial skills and knowledge of volunteers. This three-hour workshop analyzes the importance of planning and the role it plays in volunteer organizations.

University of New Brunswick Continuing Education Department

Carroll Canney	Tel: (506) 453-4646
6 Duffie Drive	Fax: (506) 453-3572
P.O. Box 4400	E-mail: coned@unb.ca
Fredericton, NB	http://www.unb.ca/coned/
E3B 5A3	

- The UNB Continuing Education Department offers non-credit course in career, professional, and management development.

PRINCE EDWARD ISLAND

Management Development Program for Women, University of PEI

Isabel Christian, Coordinator	
Dept. of Extension and Summer Sessions	Tel: (902) 566-0355 or 1-800-270-4795
Main Building, Room 116, UPEI	Fax: (902) 566-0451
550 University Avenue	E-mail: ichristian@upepei.ca
Charlottetown, PEI C1A 4P3	http://www.upei.ca/~extensio/MDPW.htm

- This one-year certificate program is offered in a series of nine three-day sessions. The four sessions, which focus on planning issues, are: organizational behavior and leadership, strategic planning, project management, and program evaluation.

NOVA SCOTIA

Henson College - The Non-Profit Sector Leadership Program

Henson College	Tel: (902) 494-2375 or 1-800-263-6232
Dalhousie University	Fax: (902) 494-6875
6100 University Avenue	E-mail: Registration@Hen.Henson.Dal.Ca
Halifax, NS B3H 3J5	http://is.dal.ca/~henson/n_profit.html

Henson College offers a series of courses designed to meet the learning needs of community organizations. Two courses focus on planning:

- **Strategic and Operational Planning**

This course will enable participants to apply effective planning tools and resources to their own organizations. You will learn how to develop a future-oriented vision of where you are going and taking the most strategic action to get there. Course topics include investigating different approaches to strategic planning, designing suitable planning processes, assessing your organization's current reality, developing a shared vision, using a solution-oriented approach to plan strategies, and implementing plans effectively.

- **Program Planning and Evaluation**

This course will examine the role, design, value, and politics of evaluation, and the performance measures involved. It reveals strategies on organizing, analyzing, and communicating findings, and will teach you how to bring evaluation into the workplace.

This course is for executive directors and others whose role includes designing, running, and evaluating specific programs. It is highly interactive and participants will be required to work on evaluation projects in their own organizations.

Saint Mary's University

Saint Mary's University at the World Trade Centre
1800 Argyle Street, Suite 801
Halifax, NS B3J 3N8

Tel: (902) 4420-5638 or
1-800-877-0874
Fax: (902) 420-5284

- **Strategic Management**

This seminar covers all of the major planning issues facing management today in both the public and private sector, including: strategically thinking, developing plans, using analytical tools, and analyzing a plan's effectiveness.

St. Francis Xavier University Extension Department

Tel: (902) 539-4600

Fax: (902) 539-1614

<http://www.stfx.ca/academic/extension/Fieldwork/CCBD.html>

- **Certificate in Community-Based Development**

This certificate program is intended primarily for people currently active in community-based groups and organizations. The program focuses on the practical skills and techniques necessary to facilitate change and to assist communities grappling with complex social and economic issues and challenges. A series of five, three-day courses are offered on: Community Development Theory and Practice, Planning in the Community Context, Developing and Sustaining Community-Based Organizations, Effective Community-Based Initiatives, and Evaluating Community Action.

Also try other universities and colleges such as Nova Scotia Community Colleges, University College of Cape Breton, the Atlantic Community Economic Development Institute and centres such as the Tatamagouch Centre.

Strategic Planning Trainers

* A list of some trainers; there may be others! This is not a sanctioned CAP list but rather names forwarded as a result of an e-mail request.

Newfoundland

Neil Tilley, Extension Cooperative
P.O. Box 5054, Station C
St. John's, NF A1C 5V3
Telephone: 709-579-8950

Bobbie Boland
270 Indian Meal Line
Torbay, NF A1K 1B4
Telephone: 709-437-5760
E-mail: bobbieb@morgan.ucs.mun.ca

Joanne Belle, Cag
15 Angel Place
St. John's, NF A1E 1M5
Telephone: 709-579-9417

Pat Rose
Psychological Counselling and Workplace
Wellness
P.O. Box 13488 Stn. A, Kenmount Rd.
St. John's, NF A1B 4B8
709-754-5533, prose@avint.net

Nova Scotia

Carole Donaldson et al
15 Victoria Road
Dartmouth, NS B2Y 2V5
Telephone: 902-463-6252
Fax: 902-465-4692
E-mail: cdetal@netcom.ca

Janice Acton and Claudette Legault
Tides Turning
2432 Robie Street
Halifax, NS B3K 4M7
Telephone: 902-423-7640

Rosealle Green, Public Relations Associates
6369 Coburg Road #406
Halifax, NS B3H 4J7 902-423-3527

Anne Bulley
32 Blue Heron Lane, Caribou Island
RR#3 Pictou, NS
Telephone: 902-485-5820

Anne Camozzi, Ecologic and Associates
P.O. Box 1514
Antigonish, NS B2G 2L8
Telephone: 902-863-3306

Jan Catano, Easy-To-Read-Writing
6246 Shirley Street
Halifax, NS B3H 2N6
Telephone: 902-422-6123

CEF Consultants Limited
5443 Rainnie Drive
Halifax, NS B3J 1P8
Telephone: 902-425-4802

People Development
2050 Gottigen Street
Halifax, NS B3K 3A9
Telephone: 902-425-6800

*Linda Szeto, Social Research for Equity
Training*
80 Birch Street
Truro, NS, B2N 4X2
Telephone: 902-893-4474

Voluntary Sector Consultants
1301 East Petpeswick Road
Musquodoboit Harbour, NS B0J 2L0
Telephone/Fax: (902) 889-3059
E-mail: vmcneil@istar.ca

Carole Milligan Consulting
P.O. Box 263
Annapolis Royal, NS B0S 1A0
Telephone: (902) 532-5072 Fax: 532-3425

Barbara Hicks
Hicks and Young Associates Consultants
10 Erkinse Street
Dartmouth, NS B2Y 1P3
Telephone: 902-864-4049

Heather Johannesen
6053 Williams Street
Halifax, NS B3K 1G1
Telephone: 902-422-1699

Sunday Miller, GodSun & Associates Consulting
6168 Willow Street
Halifax, NS B3K 1M3
Telephone: 902-422-2097

Anne Martell
Martell Consulting Services Ltd.
P.O. Box 105
Tantallon, NS B0J 3J0
Telephone: 902-826-7756

Brad McRae
McRae & Associates Management Consultants
5880 Spring Garden Road, Suite 400
Halifax, NS, B3H 1Y1
Telephone: 902-423-4680

Pictou County Women's Centre
P.O. Box 964
New Glasgow, NS B2H 5K7
E-mail: pcwomenscentre@ns.sympatico.ca

Alan Warner
RR#3 Site 1A Box 1 Comp 10
Centreville, NS B0P 1J0
Telephone: 902-582-7408
Fax: 902-582-3994
E-mail: earthns@istar.ca

Angela Scammel
P.O. Box 33001
Halifax, NS B3L 4T6
Telephone: 902-422-9533

Bruce Smith, Bruce Smith Consulting Inc.
P.O. Box 716
Liverpool, NS B0T 1K0
Telephone: 902-354-3316
Fax: 902-354-4506
E-mail: turnersmith.design@ns.sympatico.ca

New Brunswick

Leone Pippard Associates
18 Front St.
Village of Gagetown, NB
E5M 1A1
Telephone: 506-488-2020
E-mail: lpippard@nbnet.nb.ca

Jessie Davies
*Environment and Sustainable Development
Research Centre*
University of New Brunswick
P.O. Box 4400
Old Arts Building, Room 211
Fredericton, NB E3B 5A3
Telephone: 506-453-4886
Fax: 506-453-4883
E-mail: jdavies@unb.ca

George Peabody
106 Murchie Rd, Kirland, NB
EZN 1Z3
Telephone: 506-328-9605
Fax: 506-328-4568
E-mail: geodeb@nb.sympatico.ca

David Bruce, Rural and Small Town Program
76 York Street
Sackville, NB E4L 1E9
Telephone: 506-364-2395

Charlene Chase
Community Health Promotion Network Atlantic
5 Harry Miller Court
Rothesay, NB E2E 5A8
Telephone: 506-847-9667

Rick Hutchins, Tourism Skills Inc.
1133 Regent St., Suite 202
Fredericton, NB E3B 3Z2
Telephone: 506-451-4755
Fax: 506-458-9757
E-mail: cse@nbnet.nb.ca

M L Simpson & Associates
Community Development Specialists
P.O. Box 825
Memramcook, NB, E0A 2C0
Telephone: 506-758-0987
E-mail: swvced@nbnet.nb.ca

Lise LeBlanc
23 North Street
Moncton, NB
E1C 5X7
Telephone: 506-389-3807

Wendy Keats
1659 Rte # 114
Stoney Creek, NB E1J 1L6
Telephone: 506-387-7360
E-mail: keats@fundy.net

Donald Arsenault
195 Maple St.
Moncton, NB
E1C 6A5
Telephone: 506-854-4701
E-mail: arsenadb@umoncton.ca

Joanne Marshall-Forgie
PO Box 309
Shediac, NB E0A 3G0
Telephone: 506-532-6334

Jean Claude Phillippe
Brothers/Freres Management Associates
P.O. Box 1084, Station A
Fredericton, NB E3B 5C2
Telephone: 506-455-2442

New Brunswick Environmental Network
Mary Ann Coleman
167 Creek Rd, Waterford, NB E4E 4L7
Telephone: 506-433-6101
E-mail: nben@nbnet.nb.ca

Prince Edward Island
Eileen Conway-Martin
Quality Connections
PO Box 191
O'Leary, PEI C0B 1V0
Telephone: 902-859-3757

David Daughton,
Regional Co-Operative Development Centre
P.O. Box 968, Charlottetown, PE
C1A 7M4
Telephone: 902-894-7232
Fax: 902-566-1079
E-mail: lobie@isn.net
Moncton Office: 1-800-900-7232

Cooper Institute (Maureen Larkin)
81 Prince St., Charlottetown
PEI C1A 4R3
Telephone: (902) 894-4573
Fax: (902) 368-7180
E-mail: cooper@isn.net

Morley Pinsent
South Granville RR#2
Bredalbane, PEI C0A 1E0
Telephone: 902-964-2991

Extra Information on Evaluation

These websites and books were recommended in an e-mail message posted on the Community Health Promotion Network Atlantic list-serve.

- *A Guide to Project Evaluation: A Participatory Approach*, Health Canada
- *Evaluation for the 21st Century*, by Eleanor Chelimsky and William R. Shadish (Sage Publications, 1997)
- *Evaluator's Handbook*, by Joan L. Herman, Lynn Lyons Morris, and Carol Taylor Fitz-Gibbon (Sage Publications, 1987)
- *Program Evaluation: Methods and Case Studies*, 5th Edition, by Emil J. Posavac (Prentice Hall Humanities/Social Sciences, 1997)
- *Handbook of Practical Program Evaluation*, by Joseph S. Wholey, Harry P. Hatry, Kathryn E. Newcomer, Editors (Jossey-Bass, 1994)
- *Participatory Program Evaluation: A Manual for Involving Program Stakeholders in the Evaluation Process*, by Judi Aubel (Catholic Relief Services, 1993)
- For a large list of other evaluation publications, see the following Internet list compiled by the Grantmakers Evaluation Network (GEN) at <http://hogg1.lac.utexas.edu/Gen/Booklist.html>. If you do not have access to the Internet, contact GEN c/o Ralph Culler, Hogg Foundation, P.O. Box 7998, Austin, TX 78713
- A site that offers links to many web resources on evaluation is one hosted by Government Performance Information Consultants at <http://www3.sympatico.ca/gpic/gpichome.htm>
- The home page of the American Evaluation Association, an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation is <http://www.eval.org>
- The home page of the Canadian Evaluation Association, which is dedicated to the advancement of evaluation for its members and the public is <http://www.unites.ugam.ca/ces/ces-sce.html>
- The Evaluation Center, located at Western Michigan University, is a research and development unit that provides national and international leadership for advancing the theory and practice of evaluation, as applied to education and human services. It can be found at <http://www.wmich.edu/evalctr>
- The United Way's Resource Network offers Outcome Measurement: A guide to resources for measuring program outcomes for health, human service, and youth and family-serving agencies. Their manual, *Measuring Program Outcomes: A Practical Approach*, can be ordered here: <http://www.unitedway.org/outcomes>

Your Strategic Plan

Group Name: _____

Period of Time: _____

Vision

Guiding Principles/Shared Values

Mission

Organizational Structure

Situational Analysis

Information to be reviewed: _____

Strengths current assets of the organization

Weaknesses problems or concerns within the program

Challenges the result of unfavorable conditions or situations

* **Factors to consider** (Political, Economical - trends and changes in the economy, Social - shifts in social attitudes, Technological - changes)

Opportunities openings for the organization

What are the gaps? What are the priorities?

Goals

Objectives

Workplan

Our workplan is based on our objectives.

↑ = high priority

* = priority, more discussion

↓ = low priority, support other groups

Items	2000-2001	2001-2002	2002-2003

Financial Plan: Details what and how

Budget	2000-2001	2001-2002	2002-2003
Expenses			
Salaries			
Staff Training			
Workers' Compensation Insurance			
Audit			
Professional Services			
Office Expenses			
Printing and Paper			
Advertising			
Phone			
Postage and Shipping			
Bank Charges			
Photography/Video			
Travel			
Equipment Purchases			
Forums and Community Events			
Contingency			
Total			
Revenue	2000-2001	2001-2002	2002-2003
* See CAP booklet on fundraising			
Membership			
In-kind Contributions/Volunteers, Materials, Services			
Local Business Contributions			
Larger Companies			
Municipal Operating Support			
Provincial Grants			
Federal Grants			
Interest on Investments			
Fundraiser			
Services			
Planned Giving			
Total			

Communications Plan

Goal:

Objectives:

Target Group	Activity	Date
Internal:		
External:		

* The group might need a human resources plan developed by personnel committee, for example.

Evaluation Plan



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